



Lacking a Structured Content Management strategy, content supply chain costs and regulatory compliance risks will continue to escalate.

Information Explosion

The amount of information created and managed by the enterprise continues to grow exponentially, with close to 90% of this information unstructured and stored in disparate repositories. Without a strategy for managing a single source of reusable content, most organizations continue to create and proliferate redundant content across the enterprise using inefficient authoring, review and approval, and publishing processes. This results in high costs for managing the content supply chain, and more importantly, extreme challenges to meeting regulatory and legal obligations.

Reason for Change

Traditional authoring and publishing approaches are based on inefficient, error-prone, and redundant content creation and management processes. These costly bottlenecks impede speed to market, limit flexibility to a rapidly changing business environment, increase overall costs, and heighten exposure to regulatory and legal risks through inconsistency of product-related content.

In addition, most companies have information management systems that focus on discrete areas of the organization with little or no integration. This fragmented approach prevents content reuse, reduces the flow of information across the enterprise, and does not reinforce business strategies focused on management and control of corporate content. And it is nearly impossible to find existing information.

Organizations that gain control of their vast information sources will improve their agility and opportunities for success in a dynamic, complex business environment.



Structured Content Services

Inpharmatics Solutions Group has deep domain knowledge of the life sciences industry, coupled with extensive expertise designing and implementing content management and structured content solutions. Whether you are just embarking on an assessment of structured content within your organization, in need of process modeling or tools assessments, or at the stage of implementing a structured content management system, our suite of services can assist.

A brief synopsis of our strategic consulting offerings is provided below.

Structured Content Management Workshop – A one or two day workshop designed to educate participants on structured content, its uses and benefits, and where it can best be applied within the organization

Structured Content Management Strategy – Evaluation and documentation of current and future tools and processes, current pain points and business drivers, potential ROI assessment, benefits for targeted business areas, and high level implementation plan

Tools Assessment – Conduct user interviews and information gathering sessions to understand improvement areas in authoring, review and publishing processes, develop use cases and sample content, create scorecards for vendor evaluations, coordinate and conduct evaluations by users and vendors, and deliver tools recommendation

Proof of Concept/Project Implementation – Perform implementation services ranging from requirements analysis through to deployment for Proof of Concept or full project implementations

For more information on Structured Content Management Services, contact us at:

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